

(B) means for hypnosis to train said tobacco smoker's subconscious mind to discourage said tobacco smoker from performing smoking behavior, and

(C) <sup>lobelia</sup> ~~lobelia an anti-smoking drug~~ in an amount effective to aid in the reduction or cessation of said tobacco smoker's craving to smoke tobacco.

A clean copy of claims 1 and 11 thus read:

1. A method for helping a tobacco smoker to stop smoking, said method comprising the steps of:

(A) providing to a tobacco smoker a non-conditioning, educational program to educate said tobacco smoker's conscious mind, said educational program including education both on the disadvantages of smoking and on conscious techniques to stop smoking,

(B) providing to said tobacco smoker at least one hypnosis program to train said tobacco smoker's subconscious mind to discourage said tobacco smoker from performing smoking behavior, and

(C) providing to said tobacco smoker an anti-smoking drug in an amount effective to aid in the reduction or cessation of said tobacco smoker's craving to smoke tobacco;

such that said tobacco smoker can be helped to stop smoking.

11. A product to aid a tobacco smoker in ceasing to smoke tobacco, said product comprising:

(A) means for educating said tobacco smoker's conscious mind, said educational program including non-conditioning education both on the disadvantages of smoking and on conscious techniques to stop smoking,

(B) means for hypnosis to train said tobacco smoker's subconscious mind to discourage said tobacco smoker from performing smoking behavior, and